



**FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, D.C. 20554**

August 4, 2003

AV Marketing, Inc.  
364 Main Street  
Suite 200  
Gaithersburg, Maryland 20878-55676  
Attn: Aimee Arora, Registered Agent  
Mike Arora

AV Marketing, Inc.  
7404 Baltimore Avenue  
Suite B  
College Park, Maryland 20740-3208  
Attn: Aimee Arora, Registered Agent  
Mike Arora

RE: EB-03-TC-058

Dear Correspondents:

This is an official **CITATION** issued pursuant to section 503(b)(5) of the Communications Act of 1934, as amended (the Act), for violations of the Act and the Federal Communications Commission's rules that govern telephone solicitation.<sup>1</sup>

It has come to our attention that your company has delivered one or more prerecorded unsolicited advertisements to residential telephone lines (see attachment). The Act and the Commission's rules prohibit transmission of unsolicited advertisements through prerecorded messages to residential telephone lines except under the very limited circumstances described in the rules.<sup>2</sup> The term "unsolicited advertisement" is defined in the Communications Act and the Commission's rules as "any material advertising the commercial availability or quality of any property, goods, or services which is transmitted to any person without that person's prior express invitation or permission."<sup>3</sup> The attached information provided to the Commission indicates that your company delivered such unsolicited advertisements, through prerecorded messages, to one or more residential telephone subscribers who do not have an established business relationship

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<sup>1</sup> 47 U.S.C. § 227; 47 C.F.R. § 64.1200.

<sup>2</sup> The Commission's rules make it unlawful to "initiate any telephone call using an artificial or prerecorded voice to deliver a message without the prior express consent of the called party unless the call is initiated for emergency purposes or ... is not made for a commercial purpose, is made for a commercial purpose but does not include the transmission of any unsolicited advertisement, [is made] to any person with whom the caller has an established business relationship at the time the call is made, or [is made by or on behalf of] a tax-exempt nonprofit organization. 47 C.F.R. § 64.1200(a)(2), (c); *see also* 47 U.S.C. § 227(b)(1)(B) (prohibiting all prerecorded calls to residential lines "unless the call is initiated for emergency purposes or is exempted by rule or order by the Commission....").

<sup>3</sup> 47 U.S.C. 227(a)(4); 47 C.F.R. 64.1200(f)(5).

with your company and had not expressly invited or authorized the call(s). Those actions violate section 64.1200(a)(2) of the Commission's rules.

**Please be advised that subsequent violations of the Communications Act or of the Commission's rules of the type described herein may result in the imposition of monetary forfeitures not to exceed \$11,000 for each such violation or each day of a continuing violation.**<sup>4</sup>

Pursuant to section 503(b)(5) of the Communications Act, you may request a personal interview at the Commission's Headquarters or a Field Office near your place of business. The nearest office appears to be either the FCC headquarters location at 445 - 12<sup>th</sup> Street, S.W., Washington, D.C. 20554 or the Columbia Office at 9200 Farm House Lane, Columbia, Maryland 21046. You can contact the FCC headquarters location or the Columbia Office by telephone at (202) 418-7320 or (301) 725-1996, respectively. You must schedule this interview to take place within 21 days of the date of this citation. Alternatively, you may submit a written statement to the following address within 21 days of the date of this citation:

Kurt A. Schroeder  
Deputy Chief  
Telecommunications Consumers Division  
Enforcement Bureau  
Federal Communications Commission  
445-12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

If you choose to submit a written statement, your written statement should specify what actions have been taken to correct the violation(s) outlined above. Please reference EB-03-TC-058 when corresponding with the Commission.

If you request a meeting, reasonable accommodations for people with disabilities are available upon request. Include a description of the accommodation you will need including as much detail as you can. Also include a way we can contact you if we need more information. Please allow at least 5 days advance notice; last minute requests will be accepted, but may be impossible to fill. Send an e-mail to [fcc504@fcc.gov](mailto:fcc504@fcc.gov) or call the Consumer & Governmental Affairs Bureau:

For sign language interpreters, CART, and other reasonable accommodations:  
202-418-0530 (voice), 202-418-0432 (tty);

For accessible format materials (braille, large print, electronic files, and audio format): 202-418-0531 (voice), 202-418-7365 (tty).

Under the Privacy Act of 1974, 5 U.S.C. § 552(a)(e)(3), we are informing you that the Commission's staff will use all relevant material information before it to determine what, if any,

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<sup>4</sup> See 47 C.F.R. § 1.80(b)(3).

enforcement action is required to ensure your compliance with the Act and the Commission's rules. This will include any information that you disclose in your interview or written statement. Please be advised that if you choose not to respond to this citation and a forfeiture is issued, your unresponsiveness will be considered in our assessment of a forfeiture amount.

You should also be aware that the knowing and willful making of any false statement, or the concealment of any material fact, in reply to this citation is punishable by fine or imprisonment under 18 U.S.C. § 1001.

Thank you in advance for your anticipated cooperation.

Sincerely,

Kurt A. Schroeder  
Deputy Chief  
Telecommunications Consumers Division  
Enforcement Bureau  
Federal Communications Commission

Enclosures

cc: David Goodfriend,  
EchoStar Satellite Corporation